MOUN Your Downtown Torrance

Lawson's celebrates with Free Gifts and Specials in Every Department

Save \$\$ Layaway Your Christmas Gifts ZOW

-Save \$\$



Values to 5.00. COSTUME **JEWELRY**

Waterproof Ladies' or 95

WATCHES

Your Choice of Westinghouse

STEAM IRON
 CAN OPENER
 HAND MIXER
 COFFEE MAKER

BULOVA DOLLY MADISON

SPICE RACK
LAZY SUSAN
STEAK KNIFE SET
COFFEE CARAFE
PLACE MAT SET



CELEBRITY SET
Handsome bride and groom,
smartly simple, with
sparkling diamond solitaire.

79.50

EMERALD CUT
A superb diamond in a
stunningly impressive settin
with band, 14k white gold. 350.00

DINNER DAZZLER
14 diamonds shine brightly
in this unusual and impressiv
setting of 14k white gold. 145.00

DIAMOND TRIO
11-diamond duo for her,
6-diamond band for him.
17 diamonds in all for only . . .

199.50

WONDERFUL WEDDING 26 scintillating diamonds, triple-tiered in a rich Florentine finish setting.

DOUBLE KNOT
Outstanding wedding band
with 7 sparkling diamonds.
Smart Florentine finish.

99.50

199.50 4.00 weekly

Keeps you up to date as welf as on time.
17 jewels, stainless steel case, self-winding, luminous, with unbreakable mainspring.
1.25 weekly.
59

BULOVA JET CLIPPER CALENDAR

FLAMING STAR
Fashionable star setting
with mated wedding band
enhances diamond's beauty.

139.50

BRIGHT BEAUTY
27 shimmering diamonds
in an outstanding ring of
rare beauty. 14k white gold,
395.00

COLOR FILM

POLAROID

59.50

RADIANT FIRE Ingeniously designed settings complement the 5 lovely diamonds. 14k white gold. 750.00

EMERSON CLOCK-RADIO

SPECIAL

3.59

FIERY STAR
The diamond's brilliance
is enhanced by 2 sparkling
diamonds in the wedding band.
14k white gold.
169.50

QUEENLY SOLITAIRE
Unique matched settings
highlight a lovely diamond
with regal splendor.

149.50

SOUTHERN CALIFORNIA'S LARGEST JEWELERS

SPECIAL ...

RADIO KIT

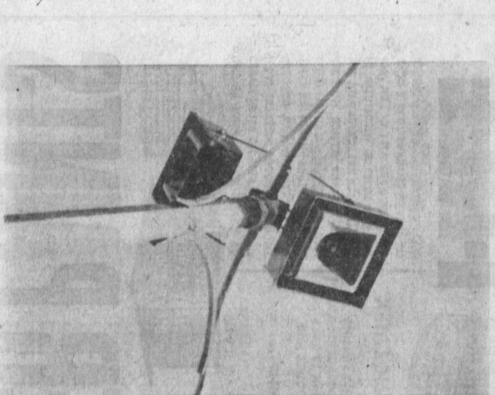
RCA 6-Transistor

Complete with Case and 15,00

NOTHING DOWN / A YEAR TO PAY

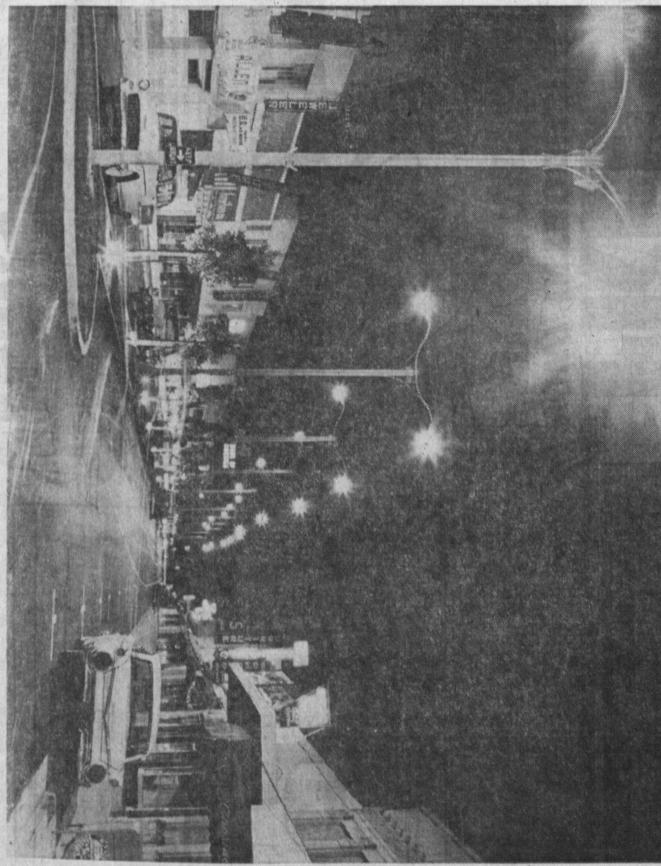
awson's

New DOWNTOWN TORRANCE - 1301 SARTORI FA 8-4313



SPEAKERS MOUNTED on the top of light poles will play music to entertain shoppers in the downtown section. The new P.A. system will be capable of receiving both AM and FM radio programs and also will handle pre-recorded tapes.

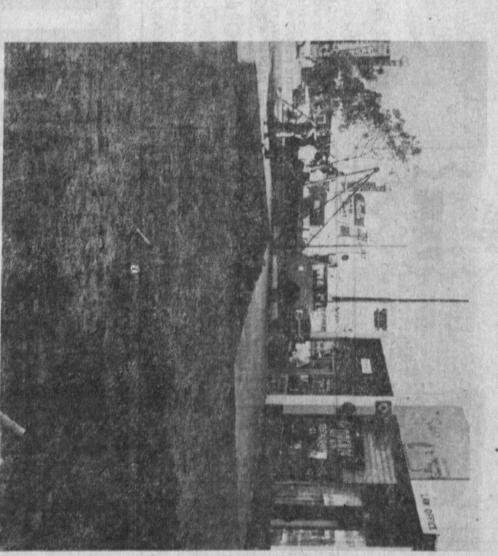
Downtown Pictoria.



THE 'NEW LOOK' of downtown at night under the modern mercury-vapor lights, recently installed. A gala celebration

will be held this week-end, featuring a giant town-wide sale.

—PRESS Photos



LAST PHASES of the work downtown include the planting of trees and painting of lines on the streets. The improvement project is designed to provide wider streets, more parking, more effective lighting and drainage as well as redesigning of two three-way intersections.